



## ISSUE 2

#64131

Revision #: 0 Date: 10/5/2012

Client: OH- PROTECT YOUR VOTE 2012 Estimate: 2834  
Media: TV Description: OH PROTECT YOUR VOTE OCT 6-OCT 9 TV  
Product: ISSUE 2 Flight Start Date: 10/6/12 5:00:00 AM  
Market: Cincinnati Flight End Date: 10/9/12 4:59:00 AM

Separation between spots: 10

Line No	Daypart Program	Daypart Code	STN Gross	STN Net	Days Dur	Mon 10/8	Tue 10/9		Total Spots
WKRC-TV									
4	MTuWThF 6:00a-6:30a GD MRN CINN@6	EM	\$1,200.00	\$1,020.00	30	1	1	P1	2
5	MTuWThF 6:00p-6:30p LOCAL 12 NEWS-6<	EN	\$2,500.00	\$2,125.00	30	1	1	P2	2
6	MTuWThF 11:00p-11:35p LATE NEWS	LN	\$2,800.00	\$2,380.00	30	1	1	P2	2
					Total Spots:	3	3		6
Total Cost:			\$13,000.00	\$11,050.00					
Total									
OCT 12			\$13,000.00	\$11,050.00					
									6

Signature: \_\_\_\_\_

Disclaimer:



## Summary by Station/System

Date: 10/5/2012

**Client:** OH- PROTECT YOUR VOTE 2012    **Estimate:** 2834  
**Media:** TV    **Description:** OH PROTECT YOUR VOTE OCT 6-OCT 9 TV  
**Product:** ISSUE 2    **Flight Start Date:** 10/6/12 5:00:00 AM  
**Market:** Cincinnati    **Flight End Date:** 10/9/12 4:59:00 AM

**Separation between spots:** 10

Station	Total Spots	STN Gross	PCT	STN Net	PCT
WKRC-TV	6	\$13,000.00	100%	\$11,050.00	100%
<b>Market Total:</b>	6	\$13,000.00		\$11,050.00	

CONTRACT

**LOCAL 12** Local 12 WKRC-TV  
1906 Highland Ave  
Cincinnati, OH 45219  
(513) 763-5408

www.local12.com

And:

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015

<u>Contract / Revision</u> 64131 /		<u>Alt Order #</u>
<u>Product</u> 2834 - issue 2		
<u>Contract Dates</u> 10/08/12 - 10/09/12		<u>Estimate #</u> 2834
<u>Advertiser</u> Protect Your Vote Ohio		<u>Original Date / Revision</u> 10/05/12 / 10/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WKRC-TV	<u>Account Executive</u> LSM LSM	<u>Sales Office</u> Cincinnati
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WKRC	10/08/12	10/09/12	6a Good Morn Cincinnati	6:00 AM-6:30 AM		:30			P-1		NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	11-----	2			\$1,200.00	0.00					
N 2	WKRC	10/08/12	10/09/12	6p Local 12 News at 6p	6:00 PM-6:30 PM		:30			P-2		NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	11-----	2			\$2,500.00	0.00					
N 3	WKRC	10/08/12	10/09/12	11p M-F Local 12 News	11:00 PM-11:35 PM		:30			P-2		NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
Week:		10/08/12	10/14/12	11-----	2			\$2,800.00	0.00					
Totals										0.00			6	\$13,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/09/12	6	\$13,000.00	\$11,050.00
Totals	6	\$13,000.00	\$11,050.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Our stations and its associated parent company do not discriminate in advertising contracts on the basis of race or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or gender, even if handwritten, typed, or otherwise made a part of a particular contract, is hereby rejected.